

Workshop Notice: Integrating Demand Side Management Marketing & Outreach and Program Delivery

**March 7,
9 am - 5 pm**

**California Public Utilities Commission
505 Van Ness Avenue, Auditorium
San Francisco**

This meeting will be webcast by CaliforniaAdmin.com. Access the webcast at <http://www.californiaadmin.com/cgi-bin/cpuc.cgi>. Real Player is needed to view the webcast -- please make sure you have the latest free version from the Real Player website.

Agenda is below.

BACKGROUND:

D.07-10-032 dated October 18, 2007 required investor owned utilities (IOUs) to prepare a single, statewide energy efficiency and demand side management Strategic Plan for 2009-2020. Regarding integrating demand-side management (IDSMD), the Commission indicated in this same decision that:

- The Plan should present a strategy to integrate measures, programs, policies and actors at all key levels of energy efficiency program design and delivery.
- To do this, this portion of the Plan should: (1) address the full range of comprehensive consumer demand-side options, such as demand response, advanced meters, conservation and self-generation; (2) present a systems approach that encompasses all types of measures, programs and activities, including research and development, codes and standards, design, hardware, controls, installation, maintenance, and user behavior; and (3) include a process to engage collaboratively the expertise of market sector professionals and the leadership of key stakeholders.
- The Decision clarified that the intent of this direction was to find energy efficiency opportunities in these programs, and, to the extent that energy savings can be directly attributable to the utilities' energy efficiency efforts, count those savings towards achievement of the energy efficiency goals.
- The Decision directed the utilities to review the lessons learned from [previous] integrated demand-side management (IDSMD) programs as part of the strategic planning process and to maximize the use of such approaches in the Strategic Plan (for further guidance, see pp 31-32 of D. 07-10-032).

SCOPE OF WORKSHOP:

Decision 07-10-032 also required Commission Staff to provide guidance to the utilities on the use of multiple funding sources for the marketing and/or delivery of integrated

energy services programs, such as reporting requirements by source and proportional share of funds directed toward a given program (p. 75, D. 07-10-032).

Parties and other interested stakeholders are asked to review D.07-10-032 and the draft Strategic Plan posted by the joint utilities on February 8th, 2008 prior to the workshop. These documents can be found at

http://www.cpuc.ca.gov/PUBLISHED/FINAL_DECISION/74107.htm and www.californiaenergyefficiency.com respectively.

ADDITIONAL INFORMATION

For additional information about the workshop please contact Cathy Fogel at cfl@cpuc.ca.gov or (415) 703-1809, or Lisa Paulo at lp1@cpuc.ca.gov or 415-355-5495.

March 7th Workshop Agenda: Moving Towards Integrated Energy Efficiency & Demand Side Management Marketing, Education & Outreach, Customer Services and Pilot Projects

CPUC Auditorium 9:00 am -- 5 pm
(webcast, see below for details)

- | | |
|---------------|---|
| 9:00-9:15 | Opening, framing of issue and workshop objectives |
| 9:15-10:45 | Foundational issues raised by increased coordination <ul style="list-style-type: none">▪ Definition of success, regulatory barriers, funding, cost-effectiveness, etc |
| 10:45-11:00 | Break |
| 11:15-12:15 | Marketing, Education, and Outreach – Lessons Learned and Ideas for 09-11 Period (utility presentations) |
| 12:15 – 12:30 | A model ME&O approach? -- Positive Energy (Alex Laskey) |
| 12:15-1:15 | LUNCH |
| 1:15 - 3:00 | Possible IDSM Pilot Projects for 09-11 Period (utility presentations) |
| 1:40-2:00 | Piloting Zero Net Energy Homes? – SMUD/SCG (Jim Parks) |
| 3:00- 3:15 | Break |
| 3:15- 4:00 | Integrating Account Services for Larger Customers, Audits, Competitive Solicitations (utility presentations) |
| 4:00 – 5:00 | Participant Comment & General Discussion |

This meeting will be webcast by CaliforniaAdmin.com. Access the webcast at <http://www.californiaadmin.com/cgi-bin/cpuc.cgi>. RealPlayer is needed to view the webcast – please make sure you have the [latest free version](#) from the Real Player website.

Please note: Written comments on issues discussed at the workshop will be accepted on Service list 06-04-010 or to cf1@cpuc.ca.gov until March 12, 2008.